

Beautiful
**ASSOCIATION
TILES**

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AMERICAN ENCAUSTIC TILING CO.
BEAVER FALLS ART TILE CO.
CAMBRIDGE TILE MFG. CO.
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ASSOCIATED TILE MANUFACTURERS BEAVER FALLS, PA.

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This little book will tell you about "Beautiful Association Tiles". It tells how they beautify the home and points out their advantages. A few typical tile designs and some of the different colors, shapes, sizes and textures of tiles are presented. You will find these helpful in making attractive and appropriate selections for your own home.

Should you desire to see samples or require additional information about tiles from nearby contractors, simply tear off, fill in and mail to us the postal card on the back cover of this book.

We shall cheerfully give you further information about tiles and their merits.

Yours very truly,

ASSOCIATED TILE MANUFACTURERS

USE ASSOCIATION TILES

Beautiful
**ASSOCIATION
TILES**

Never Renewed—Yet Ever New

ARE MADE BY

ALHAMBRA TILE CO.
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THE C. PARDEE WORKS
UNITED STATES ENCAUSTIC TILE WORKS
WHEELING TILE CO.

WHO ARE THE

Associated Tile Manufacturers
Beaver Falls, Pa.

The above factory names are on the back of the
tiles or on the packages for your protection
and satisfaction. Look for them.

ASSOCIATION TILES



Tiles last on open porches and terraces where other materials fade, corrode or disintegrate. Neither sun, wind, rain, nor cold affect tiles.

The Basis of the Decorative Scheme

Floors and walls are the background for the furnishings and the very basis of the decorative scheme. They must be right in color, texture, scale and pattern to fulfill their functions properly in the home. Tiles provide an exquisite background for any type of furnishings and satisfy the most fastidious taste. With very little expenditure of thought and care in selecting colors, textures, sizes, and shapes of the tiles, an aesthetic and beautiful decorative scheme is assured.

The delicate tints and rich warm tones found in tiles can be simply combined to effect a charming and harmonious whole.

And tiles retain their original finish and pristine freshness forever.

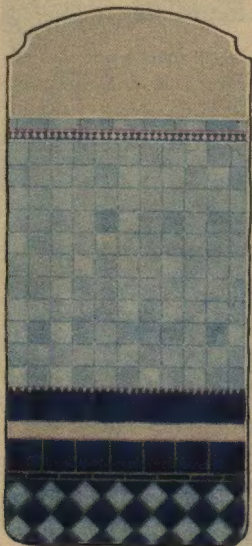
The various kinds of unglazed, glazed, inlaid, embossed, bright, dull and matt finishes in a multitude of sizes and shapes are an inexhaustible source for original designs and effects.

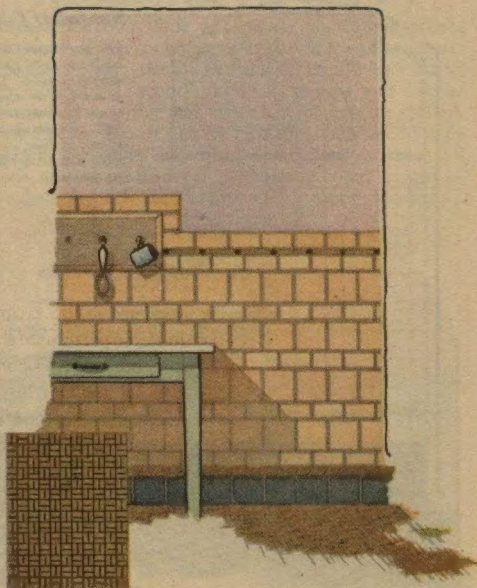


Originality and Individuality of Effect

A most appealing point about a tiled surface is the distinct individuality of each effect. There is nothing ready-made about tiled floors and walls; in each case the tile units are selected and applied to suit the space. Your preference can have the greatest sway. Wall-papers, fabrics, rugs, linoleum—all come in manufactured patterns, and the same pattern is used in many

homes. But in tiles, there are no limitations and fixed patterns of this sort, because tiles come in units and can be assembled in an endless variety of designs. Colors and textures can be chosen and combined into unique designs suitable to the function of the room. Sizes and shapes are used in keeping with the size of the room and the architectural scale. This makes it possible to impart individuality and refined distinction to any home.



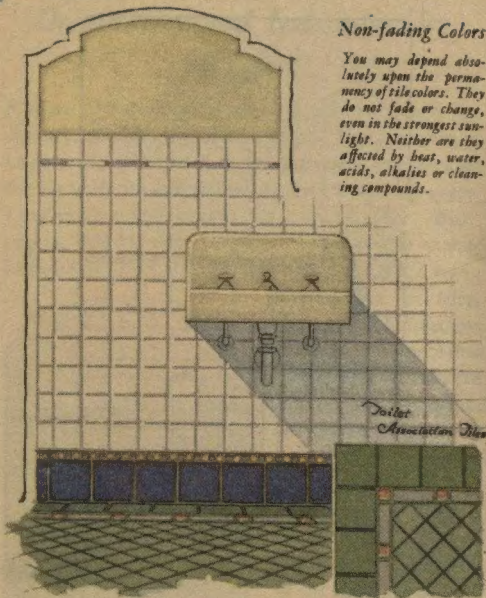


Great Difference in Cleanliness

The particular housewife will thoroughly appreciate, too, the difference in cleanliness; she will quickly discover that much less work and time are required to clean her tiled floors and walls.

An occasional wiping with a moist cloth is all the care a glazed tile surface usually requires. Floors may have to be scrubbed with a gritty cleaning compound at housecleaning time to restore their original freshness and full richness of color. But in any case, it is a very simple matter to preserve or to restore them quickly and easily in case of neglect.

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Non-fading Colors

You may depend absolutely upon the permanency of tile colors. They do not fade or change, even in the strongest sunlight. Neither are they affected by heat, water, acids, alkalis or cleaning compounds.

Durable

Countless housecleanings do not dull, deface or otherwise damage tiles in the slightest degree, even though strong lyes and cleaning compounds are used. The particular housewife need not watch anxiously lest the servants drip soapy water or place a pail of hot water on her tiled floors; nor need she fear scratches and dents from shoe nails or scraping furniture, because tiled surfaces can not be damaged or defaced by the daily wear and tear of the average household.

Non-absorbent and Sanitary

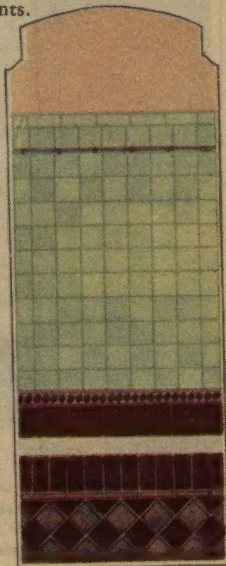
Another characteristic of tiles is their non-absorbent property. They are impervious to water and moisture. For this reason, tiles are the ideal wall and floor lining for bathroom, laundry, kitchen, pantry and similar rooms where water and other liquids may be spilled. Just as tiles do not absorb moisture, neither do they absorb dirt, dust and other discoloring agents. All such matter remains on the surface where it can be washed and removed easily with proper cleaning.

Tiles have a richness of color and texture which gives distinctive merit to tiled floor and wall embellishments.

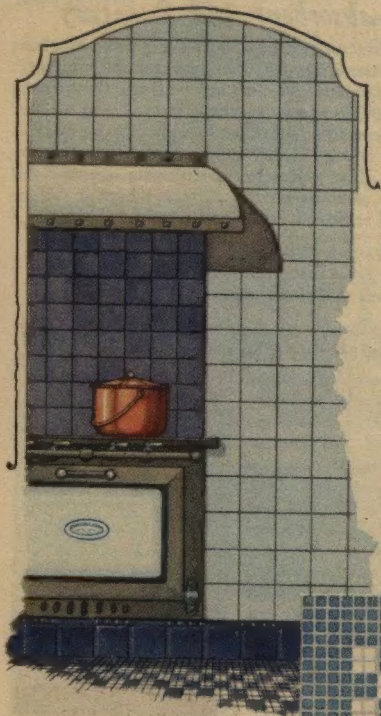
The Finish Lasts

This quality gives tiles their unusual value as a useful and decorative material. A tile finish never shows wear or change of color. Tiles always retain the same beautiful surface and finish, whether used on floor or wall, inside or outside. They do not become treadworn or unsightly because they can not fade or stain and they wear well under the heaviest use. None of the things which usually damage floors and walls do any harm to tilework. At the top of stairs or at doors where the floor is used most, tiles always present an even and true walking surface.

With proper care, they last indefinitely in their original brightness and dainty newness. Truly it may be said that tiles are "Never Renewed—Yet Ever New."



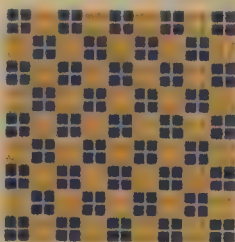
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Unlike other materials, combinations of tile colors rarely clash. Practically all tile colors have the same tone values.

Ceramic Mosaic

Ceramic mosaic is the name for small unglazed tiles. Because of the smallness of the units these tiles are mostly employed in small rooms, such as bathrooms, although larger spaces are



frequently tiled with them. In the latter case large-scale patterns are preferable, while small rooms look best in plain or solid color or with small all-over designs. Ceramic mosaic tiles are low in cost, and because of the wide variety of sizes, shapes and colors in which they may be had, and the unlimited opportunity which they offer for original and distinctive designs, have become very popular.

While a large number of distinctive standard patterns are produced, special original designs are easily carried out at no or little additional cost.

Sizes and Shapes

$\frac{3}{4}$ " Squares

1-1/16" x $\frac{1}{2}$ ", 1-9/16" x $\frac{3}{4}$ "
and 2-1/16" x 1" Oblongs

1" and 1 $\frac{1}{4}$ " Hexagons

Colors

White	Salmon
Black	Pink
Cream	Red
Buff	Chocolate
Green	Silver Gray
Light Blue	Light Gray
Dark Blue	Dark Gray
Blue Green	
and "granites" of these colors	

Pleasant Under Foot and Safe to Walk on

Tiles on the floor whether of large or small units always provide an even and true walking surface. No matter how long a tile floor is in use it will not wear down in spots where treading is heaviest. At the top of steps or at doors it will always remain as even

and true as when first installed. Nor will tiles scratch or scale. Because they are hard they are not marred in the least by treading, even the attack of heavy shoe nails will not affect floor tiles.

This ever present value in tiles also prevents the tripping hazard that is unavoidable in less durable and softer materials. Bulging seams or loose seam strips of materials that are laid in strips form a dangerous tripping hazard particularly to the very old and very young. Loose squares of the softer flooring materials, imitative of tile shapes, that in turn dry out and warp away from the floor, also form a tripping hazard. Real tiles that are laid in cement mortar can never warp, shrink or pull loose, and will always maintain the same smooth surface as when first installed.

Scientific experiment has proven that tile floors are restful, because of their ever present smooth and true surface free from bubbles and loose edges.



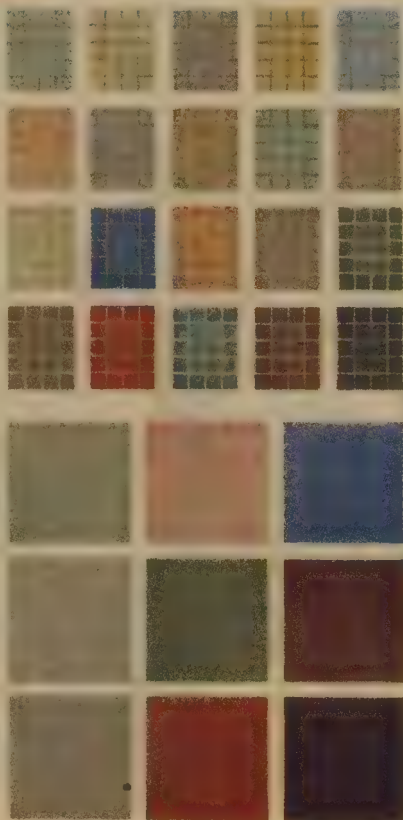
NEVER RENEWED—YET EVER NEW



To see a tiled kitchen is to covet it; to have one is to appreciate fully its neatness and efficiency.

Tiling the kitchen contributes to the peace of mind of the woman who has to be in it at least a part of every day. A few minutes of attention cleans tiles and restores their proverbial newness.

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Larger Tiles for Floors

These tiles are of the same material as ceramic mosaic tiles and are identical with them in every way except in size and thickness. They are known as vitreous, semi-vitreous, flint and hydraulic tiles. Though ceramic mosaic has been popular for the average bathroom floor, these larger tiles are very often used here, as well as on the floors of kitchens, laundries, porches and sunrooms. The use of the various standard sizes and shapes, of which there are many, is largely dependent upon the size of the room. The larger the room the larger may be the tile units used.

Unless the kitchen, pantry, or laundry is small, these large units are employed, while in the sunroom and porch they are usually preferable.

Colors of Unglazed Tiles

The larger unglazed tiles are made in the same colors and "granites" of colors as ceramic mosaic tiles. In addition to the regular colors with plain surface, a variety of variegated colors, surface textures, and embossings such as ribbed, honeycombed, corrugated, and other markings are available.

Principal Sizes and Shapes

9", 6", 4-1/4", 3" Squares
6 x 4", 6 x 3", 4-1/4 x 2-1/8", 3 x 1-1/2" Oblongs
6", 4-1/4" and 3" Octagons
6", 4-1/4", 3" and 2" Hexagons

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White Glazed Tiles

These popular tiles with the white "body" and clear brilliant glaze are exclusively wall and ceiling tiles and for these purposes they are most desirable. They are never used on floors or on the exterior of buildings in cold climates.

Sizes and Shapes

While a great many sizes and shapes are produced in white glazed tiles for decorative and design purposes, the most quickly available and proper sizes for the field of walls and ceilings are the 6 by 3 inch oblongs, 4-1/4 inch squares and 6 inch squares. These shapes are also the most economical in cost and application.

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Bases, Caps and Mouldings

To complete the sanitary excellence of tilework, special shapes called trim tiles or trimmers are made, which provide rounded and smooth corners. They facilitate easy cleaning. Aside from white, these same shapes may be obtained in the colors and finishes of dull glazed tiles and enamels.

This wide choice in shapes, sizes and colors permits the home owner to carry out any original and distinctive designs which suit his particular tastes and fit in with his decorative plan.

Three Grades

White glazed tiles are marketed in three grades, namely, standard, selected and commercial. For the bathrooms and kitchens of

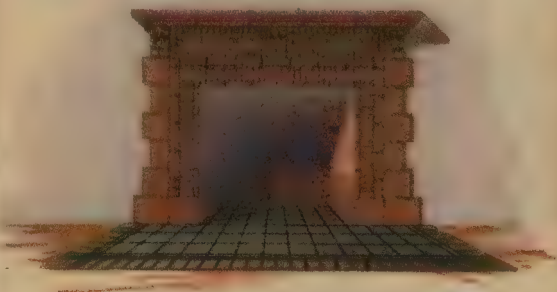
good homes, standard tiles are generally used. Commercial tiles are employed in the bathrooms of homes of small cost, but are equally serviceable in laundries of larger homes and similar places where small surface blemishes are of secondary importance.

Selected tiles are the very finest and most perfect tiles, and are therefore used where the very highest character of tilework is sought.

Milady's bathroom appointments inevitably call for "Association Tiles" of delicate neatness and pristine newness.



ASSOCIATION TILES



Dull Glazed Tiles and Enamels

For those who prefer color, dull glazed tiles and enamels offer a wide range, without sacrificing any of the advantages which have made white tiles so popular.

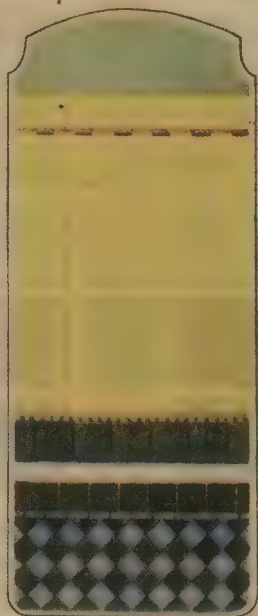
Dull glazed tiles, as the name denotes, provide a lusterless finish giving a subdued and quiet tone to the interior, while enamels, with their bright shining glazes, offer more brilliant colors. Both are used for walls and ceilings only. In the bathroom, kitchen, laundry, living room or dining room any color expression is possible with these tiles—a cool detached effect, a warm cozy appearance, or a neutral result are alike easily obtained.

Color Selections

The colors in which dull glazed and enameled tiles can be supplied are too numerous to be listed here. The wide variety of shades and tints forms an almost unlimited color range and allows for endless combinations of beautiful and harmonious effects. To this value is added the opportunity for unusual designs offered by the large number of sizes and shapes in which all tile colors are manufactured.

Colors can be selected most conveniently from samples in a tiling contractor's showroom, where tiles of various colors and sizes may be seen and color selection may be made to suit any preference.

Because of the almost unlimited range of colors in which all sizes, shapes and kinds of tiles are available the most intricate color scheme can be fully carried out.



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Color Examples of Dull Finish Tiles

The above are a few typical examples of the beautiful colors available in dull finish tiles. They are shown here to give an idea of the wide range of interesting glazes in which this attractive material may be had.

This chart is by no means complete. It is therefore suggested that selection of the desired colors be made from actual samples.

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Specificational Suggestions

A basic specification setting forth the methods and means by which tiles of the various kinds must be set on floors, walls and ceilings has been issued by this association to assure the success of tilework whenever placed and in every locality. This specification has been so compiled and printed that by slight modifications, which have been provided for, it can be made to cover all kinds of tilework under practically every condition arising in its installation. Your architect is familiar with the "Basic Specifications for Tilework, second Edition, 1924," as issued by the Associated Tile Manufacturers. If not, a copy of this specification, with work sheets for his convenience, will be sent to him upon request. Copies have already been furnished to most architects.

Where an Architect is Not Available

Many small homes are built and changes are made in others for which the services of an architect are not available. For such buildings a tilework specification has been compiled which will serve the owner and contractor as a standard form of contract. Write us for "Specifications for Tiled Bathrooms and Tiled Floors or Wainscots."



ASSOCIATION TILES



Highly Decorative Floors

The floor should fit into the decorative plan of the room and itself have real decorative value in addition to being serviceable and clean.

Faience is particularly well suited for such purposes, because it supplies richness and depth in color, modulation in texture and finish, and an inexhaustible source of variety in sizes and shapes. Heraldic, geometric and historic faience designs are frequently used as inserts to enrich the floor surface. Highly decorative floors may also be produced with unglazed plastic tiles, with fireflushed tiles and hand-made dull glazed faience.

The Lure of Faience

Modern faience tiles are distinctively an American accomplishment and are essentially hand-made glazed tiles, fashioned from the plastic clay. Their principal characteristics are marked variation in color and slight irregularities in shape and surface which impart a highly artistic effect to a faience installation. Faience tiles have an individual and unlimited color range. They have reached their highest stage of development in America through the progressiveness of manufacturers in producing glazes and colors which meet and satisfy a constantly growing demand for artistic floor and wall treatments.

Faience for Fireplaces

The fireplace is truly the very heart of the home. Here one seeks above all the dignity of quiet beauty and an atmosphere of restfulness. Faience tiles impart this atmosphere in an unusual degree. Their distinctiveness sets the faience fireplace apart as a thing of beauty and source of continuous satisfaction.



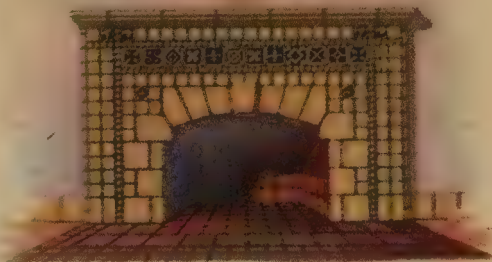
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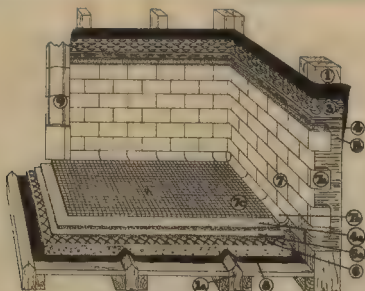
Color Examples of Faience Tiles

The above are only a few of the many beautiful colors in which faience tiles are made. They are reproduced here only to suggest the very wide range of colors, textures and glazes in which these tiles are available. It is therefore suggested that the selection of the colors desired be made from samples of the actual faience tiles.

Samples Tile samples can always be seen best in their full range of color, size and finish at the tiling contractor's showroom. Here complete color schemes can be worked out, and your furniture, hangings and draperies can be carefully matched. The actual handling and visualization of the tiles permits better appreciation of their unusual qualities and rich colors. It will also be found in many cases that the knowledge and wide experience of the tiling contractor will be of great assistance in making selections of the various tile patterns and glazes. It is assuring to secure an idea of what the tiled room will look like by seeing, first, a partial pattern in the chosen design.



ASSOCIATION TILES



- | | |
|--------------------|-------------------|
| 1-Studding | 5a-Concrete Bed |
| 1a-Chamfered Joist | 5b-Shrinkage Mesh |
| 2-Tar Paper | 7-Glazed Tile |
| 3-Metal Lath | 7a-Combination |
| 4-Float Coat | 7b-Cove |
| 4a-Mortar Bed | 7c-Ceramic Mosaic |
| 5-Scratch Coat | 8-Tar Paper |
| 9-Tile Door Trim | |

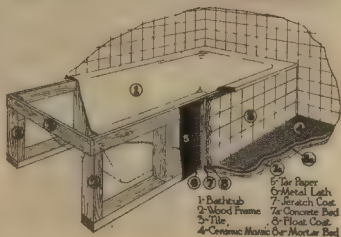
Preparation of Tilework

The many advantages afforded by tiles may be enjoyed in old and new homes alike because tilework is just as easily installed in existing homes as in newly constructed dwellings. All that is needed for tilework is a strong, rigid backing, and this is provided by the floors, walls, and ceilings of practically every house. Tiling can be set upon wood, brick, concrete, steel, hollow tile and gypsum, as well as other structural materials with entirely satisfactory results.

Tiled floors may be, and frequently

Preparation of Floors

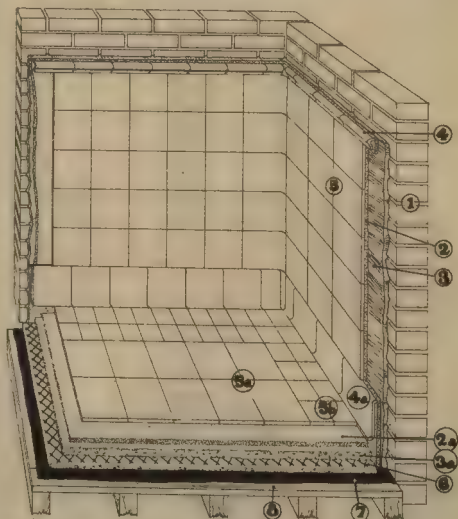
are, placed directly on top of existing floors. When the surface of the tiled floor is to be on the same plane as that of the old floor, the old floor is first removed, a sub-floor is built between the joists, and the tilework is set upon this new base. A concrete bed is first applied and the tiles are then set in a mortar bed.



- | | |
|------------------|-----------------|
| 1-Bathtub | 5-Tar Paper |
| 2-Wood Frame | 6-Metal Lath |
| 3-Tile | 7-Scratch Coat |
| 4-Ceramic Mosaic | 7a-Concrete Bed |
| | 8-Float Coat |

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Preparation of Walls Plaster should be removed from old walls. Metal lath or expanded metal is nailed over the wood studding. Brick walls do not require this. A mortar coat, known as the scratch coat, is applied, and the tiles are set in cement mortar.



- | | | | |
|---------------|------------------|------------------|------------------|
| 1-Brickwork | 3-Scratch Coat | 4a-Tile Base | 5b-Tile Border |
| 2-Float Coat | 3a-Concrete Bed | 5-Glazed Tile | 6-Shrinkage Mesh |
| 2a-Mortar Bed | 4-Tile Cap | 5a-Unglazed Tile | 7-Tar Paper |
| | 8-Old Wood Floor | | |

Convenience of Tile Installation

No disturbance nor inconvenience need be experienced by the household during the preparation for and the actual installation of tilework, since tearing up floors can be eliminated by using the old floors as bases or backings for tiling. Whatever disturbance may be occasioned by removing old floors and replacing them with sub-floors, and the removal of plaster from old walls, may be confined to those parts of the house in which the tilework is being installed.

ASSOCIATION TILES



Any Color you prefer for your sink and drainboard can be furnished in Association Tiles. White or black, delicate tints, rich color bands, unglazed, dull finish, or high gloss, and combinations of different finishes, whatever looks best and harmonizes.

Any Size according to the available space, is an important advantage of tiled sinks and drainboards. They are built to fit the space and your convenience. You are not restricted to a few sizes and designs. Therefore, the most efficient, practical and convenient size can be obtained.

Care and Cleaning of Tiles

How easy it is to clean a tiled surface! Tiles conserve time and toil and assure perfect cleanliness. Dust and dirt cannot penetrate below the surface of tiles and therefore can be removed with little effort. To insure continued satisfaction and the best service, the care and cleaning of tiles should start immediately after their installation.

Cleaning Glazed Tiles

Glazed tiles are essentially wall tiles. No grit of any sort nor compounds containing grit should be used for cleaning glazed tiles. Wiping with a damp cloth at regular intervals will keep them always clean, bright and new. Just an occasional wiping is all the care they ever require.

Cleaning Unglazed Tiles

Unglazed tiles are principally used for floors. Tile floors require a little more attention than tile walls because they are soiled more, but they can easily be cleaned without laborious scrubbing provided they are cleaned properly at regular intervals right from the beginning. A liberal supply of clean, hot water is most important. Use sal soda or other water softener with hard water. Never allow dirty water to be used over and over again. The mop, by reason of the varied demands made upon it, is not a desirable utensil for cleaning tile floors—much better results are obtained with clean separate cloths and a good stiff scrubbing brush, which may be attached to a long handle.

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Unless soap is thoroughly rinsed from the tilework, there will remain a thin soapy film to which dirt and dust will stick, thus making an unsightly and sometimes slippery floor. For this reason, it is often desirable that some reliable scouring powder containing a reasonable amount of grit be used. As the scrubbing goes on, accumulated dirt and soiled water should be removed by thorough rinsings, with plenty of clean, fresh hot water. Too large a space should not be attempted at one time, and the water should be changed frequently. Always use clean cloths. Soiled dirty cloths and cold water may leave the tiles spotted and streaked.

Removing Paint Spots

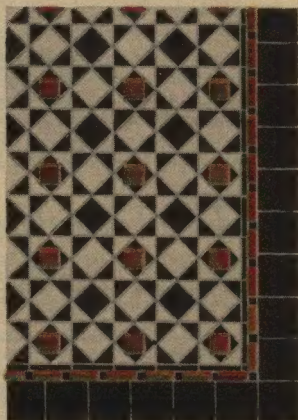
Paint spots on glazed tiles are removed by soaking the paint with a few drops of strong ammonia, and scraping off with a wooden stick. For removing paint from unglazed tiles, ammonia, soap and hot water, scouring powder and sharp sand may be used.

Removing Ink Spots

Ink stains usually come off with water. Where this is not successful, oxalic acid should be used.

Removing Rust Stains

Diluted nitric acid should be applied to stains until they disappear. Use rubber gloves.



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